GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA

STARRED QUESTION NO:279
ANSWERED ON:09.08.2001
AWARDING OF ADVERTISEMENT RIGHTS
UMMAREDDY VENKATESWARLU

Will the Minister of RAILWAYS be pleased to state:

(a) whether the Railways have made plan to increase revenues by going for selling advertising space on its trains and properties;

(b) if so, the revenue collected by the Railways by advertising during 2000-2001;

(c) the projections for such revenue during 2001-2002;

(d) whether any campaign has been launched in this regard; and

(e) if so, the details thereof ?

Answer

MINISTRY OF RAILWAYS (SHRI NITISH KUMAR)

(a) to (e): A statement is laid on the Table of the Sabha.

STATEMENT REFERRED TO IN REPLY TO PARTS(a) TO (e)OF LOK SABHASTARREDQUESTIONNO.279 BY PROF. UMMAREDDY VENKATESWARLU TO BE ANSWERED ON 9.8.2001 REGARDING AWARDING OF ADVERTISEMENT RIGHTS.

(a) Yes, Sir.

(b) The earning from Commercial Publicity during 2000- 2001 was approximately Rs 42.38 crores.

(c) The projection for the year 2001-2002 is Rs 100 crores.

(d)&(e) Comprehensive guidelines have been issued to all the Zonal Railways for generating revenues through Commercial Publicity by utilising the various assets of Railways i.e. station premises, trains, level crossings, approaches to the major stations and some other miscellaneous areas. The Railways have adopted a pro active approach by giving newspaper advertisements, publishing information brochures, conducting meetings with advertising companies from time to time and establishing direct contact with prospective sponsors. Besides, steps have been taken for reassessment of value of sites, revision of rates and identification of new locations.